

# The Influence of Online Customer Reviews, Ratings, and Discounts on Fashion Purchase Decisions on Shopee E-Commerce

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## ABSTRACT

This study aims to analyze the influence of online customer reviews, online customer ratings, and price discounts on consumers' purchasing decisions for fashion products on the Shopee e-commerce platform. This study employed a quantitative approach using a survey method by distributing questionnaires to 70 respondents who had previously purchased fashion products on Shopee. Data were analyzed using the Partial Least Squares structural equation modeling (PLS-SEM) technique with the assistance of SmartPLS 4 software. The results revealed that online customer reviews had no significant effect on purchase decisions. In contrast, online customer ratings and price discounts had positive and significant effects on consumers' purchasing decisions. These findings suggest that consumers tend to place greater emphasis on star ratings and price incentives than on customer reviews when making purchasing decisions. This study has practical implications for sellers and managers of the Shopee e-commerce platform in enhancing the effectiveness of promotional strategies and product evaluation systems to encourage consumer purchasing decisions.

**Keywords:** Online Customer Reviews, Online Customer Ratings, Price Discount, Purchase Decision.

## I. Introduction

The Internet has become an integral part of modern life. The rapid advancement of globalization across various sectors, ranging from information technology to the economy, has brought significant changes, one of which is the transformation of consumer shopping habits. E-commerce has become a preferred shopping channel because it offers products at more competitive and affordable prices than conventional retail stores do. Unlike offline stores, e-commerce businesses generally incur lower operational costs, such as rental and maintenance expenses, allowing them to offer products at lower prices than physical stores. E-commerce refers to commercial activities and transactions conducted through electronic media, particularly the Internet. Consumer lifestyles have shifted from traditional offline shopping to online shopping, resulting in a substantial increase in the use of e-commerce platforms. These platforms provide various conveniences that enable consumers to fulfill their needs efficiently. Consumers can easily compare products and choose from numerous sellers, which ultimately influences their purchase decisions. The development of information technology and Internet accessibility has significantly transformed consumer behavior, particularly in shopping activities. Electronic commerce (e-commerce) enables consumers to conduct transactions

conveniently, efficiently, and without geographical or temporal constraints. According to eCBD (2023), Indonesia recorded the highest e-commerce growth rate in the world, reaching 30.5%, which is nearly three times the global average growth rate reported in the 2024 Global E-Commerce Market Report. According to data from Databoks Katadata (2024), Shopee is Indonesia's most-visited e-commerce platform, attracting approximately 157.9 million monthly visits. This figure exceeds those of other major platforms, including Tokopedia (117 million visits), Lazada (83.2 million visits), Blibli (25.4 million visits), and Bukalapak (18.1 million visits).

Shopee offers various product categories, with fashion being one of the most popular. According to Katadata (2024), fashion was the best-selling product category on Shopee in 2024, accounting for 49% of total sales in that year. This was followed by beauty and personal care products (41%), gadgets and electronics (35%), health and hygiene products (28%), food and groceries (26%), fitness and hobbies (22%), baby and children's products (17%), home and living products (13%), and travel and leisure products (5%). On the Shopee platform, consumers' purchasing decisions regarding fashion products are influenced not only by trends, lifestyles, and social factors but also by platform features that help reduce uncertainty during the purchasing process. One important feature is the online customer review system, which plays a crucial role in building consumer trust, particularly for fashion products that involve personal preferences, such as style, color, and size. Online customer reviews represent consumers' opinions and experiences with products and services. According to Kotler and Keller (2022), online customer reviews provide a platform for consumers who have purchased products to share their experiences, including product strengths and weaknesses and overall satisfaction. Such information helps potential buyers evaluate products before making a purchase decision. This argument is supported by Rakhma et al. (2021), who concluded that online customer reviews significantly influence purchasing decisions. However, contemporary consumers have become increasingly selective in their evaluation of information. Many consumers rely more on personal experiences and recommendations from family members or close friends than on online reviews. Consequently, the credibility of online reviews may decline, and brand loyalty becomes increasingly important. Consumers often continue to purchase products from trusted brands despite encountering negative reviews. Moreover, dissatisfied customers may leave negative feedback regarding products or services, which can discourage potential buyers from purchasing. This perspective is supported by Damayanti and Damayanti (2024), who found that online customer reviews do not significantly influence purchase decisions.

In addition to reviews, online customer ratings are another important factor affecting purchasing decisions for fashion products on Shopee. According to Kotler and Keller (2016), online customer ratings represent consumer evaluations expressed through a star-rating system commonly used by online marketplaces. The higher the number of stars awarded to a seller or product, the more favorable the evaluation is. On Shopee, ratings range from one star (very poor) to five (excellent). Unlike reviews, ratings provide a quick and simplified evaluation without requiring textual explanations (Fathin and Millanyani 2021). Consequently, online customer ratings serve as important indicators of product quality and seller credibility, influencing consumer purchasing decisions. This finding is consistent with Rakhma et al. (2021), who reported that online customer ratings positively and significantly affect purchase decisions. However, online customer ratings may not always be the primary determinant of consumer purchasing decisions. Consumers may place greater emphasis on other factors such as website usability, application design, service quality, and transaction security. These factors contribute to consumer confidence when purchasing fashion products on Shopee. Supporting this argument, Lestari et al. (2023) found that online customer ratings do not significantly influence purchase decisions. In addition to online customer reviews and ratings, promotional activities play an important role in influencing purchasing decisions. One of the most common promotional strategies employed by Shopee is the provision of discounted prices. According to Kotler and Keller (2016), a price discount is a temporary reduction in the regular selling price of a product. Discounts encourage consumers to purchase products at lower prices, thereby increasing the sales volume and attracting new customers.

In the context of fashion products, discounts may stimulate both planned and impulsive purchases. Therefore, price discounts are often considered important determinants of purchasing decisions. This

argument is supported by Pratiwi et al. (2024), who concluded that price discounts significantly influence purchase decisions. However, discounts do not always guarantee increased purchase intention. Consumers who prioritize product quality, brand reputation, and product attributes may not be strongly influenced by promotional-price reductions. In the fashion industry, factors such as design, trends, product specifications, and customer reviews may outweigh the appeal of discounts. Furthermore, loyal customers often continue to purchase products from trusted brands regardless of promotional offers. Consequently, discounts may not significantly affect purchasing decisions in all situations or for all consumers. This finding is supported by Putri and Vania (2024), who reported that price discounts do not significantly influence purchase decisions. In online shopping environments, consumers cannot directly inspect or try products before purchasing them. Consequently, they rely heavily on available information sources, including online reviews and ratings. Reviews provide detailed information regarding previous consumer experiences, whereas ratings offer quick assessments of product quality and satisfaction levels. Additionally, promotional strategies, such as discounts, are frequently utilized to attract consumer attention and encourage purchasing behavior. Together, these factors are expected to influence purchasing decisions in e-commerce.

Previous studies have produced inconsistent findings regarding the influence of online customer reviews, ratings, and discounts on purchasing decisions. While some studies have reported significant effects, others have found insignificant relationships between these variables. These inconsistencies indicate a research gap that warrants further investigation, particularly in the context of fashion product purchases on the Shopee e-commerce platform. Therefore, the research questions of this study are as follows: (1) Do online customer reviews influence purchasing decisions? (2) Do online customer ratings influence purchase decisions? (3) Do discounts influence purchasing decisions? This study offers novelty by simultaneously examining the effects of online customer reviews, online customer ratings, and discounts on purchasing decisions for fashion products on the Shopee platform. The findings are expected to contribute to the development of knowledge of digital marketing and consumer behavior, particularly in the context of e-commerce. Therefore, this study aims to analyze the influence of online customer reviews, online customer ratings, and discounts on purchasing decisions for fashion products on the Shopee e-commerce platform.

## II. Literature Review and Hypothesis Development

### 2.1. The Influence of Online Customer Reviews on Purchasing Decisions

Online customer reviews refer to consumers' opinions or experiences regarding a company's products and services. According to Kotler and Keller (2022:73), online customer reviews are a feature that provides a comment section for customers who have purchased a product to describe its characteristics, including its strengths and weaknesses, and share their experiences after using the product. Such information is beneficial for consumers in making purchasing decisions. Furthermore, Nyimpado (2024) defines online customer reviews as customers' evaluations of products and services posted by retailers or third parties on websites, enabling potential customers to assess product quality based on previous users' experiences. Online customer reviews provide descriptions of customers' evaluations of products and services displayed on e-commerce platforms. According to Listiani and Arifin (2023), online customer reviews are an important source of information for consumers who intend to purchase specific products or services. Through reviews written by previous buyers, potential customers can obtain information regarding the product characteristics, quality, and overall performance. Similarly, Toji and Sukati (2024) explained that online customer reviews represent consumers' evaluations of products or services purchased online, which may include opinions, recommendations, and personal experiences. Based on the definitions provided by previous scholars, online customer reviews can be defined as consumers' opinions, evaluations, or experiences regarding products or services they have purchased through online platforms. Online customer reviews can be measured using four main indicators: source credibility, argument quality, perceived usefulness, and number of reviews. Empirical studies support the relationship between online customer reviews and purchase decisions. Damayanti and

Damayanti (2024) and Listiani and Arifin (2023) found that effective online customer reviews encourage consumers to make purchasing decisions. Therefore, the following hypothesis is proposed:

H1 : Online customer reviews have a positive and significant influence on purchasing decisions for fashion products on the Shopee platform.

## 2.2. The Influence of Online Customer Ratings on Purchasing Decisions

According to Kotler and Keller (2016:647), online customer ratings are consumer evaluations expressed through star symbols, which constitute a rating system commonly used by online marketplaces and stores. The greater the number of stars assigned by customers, the higher the rating received by the product or seller. Ratings serve as indicators of product quality and seller performance on e-commerce platforms, where a higher rating generally reflects greater customer satisfaction. Online customer ratings represent consumer evaluations following a purchase transaction and are typically displayed in the form of star ratings or accompanied by descriptive reviews. According to Nurul Ulfaida et al. (2023), satisfaction ratings in e-commerce, whether related to products or platform services, have both positive and negative implications for consumer behavior and their purchasing decisions. Pransiska et al. (2024) explain that online customer ratings are a component of online reviews that use star symbols to represent consumer opinions on a numerical scale. Unlike textual reviews, ratings allow consumers to express their evaluations quickly using a one-to-five-star system. Based on the foregoing discussion, online customer ratings can be considered an important aspect of e-commerce transactions because they provide a simple and accessible indicator of product or service quality from the consumer perspective. According to Putri and Ramdan (2024), online customer ratings can be measured using four indicators: perceived usefulness, trustworthiness, purchase assistance, and perceived control. Previous research conducted by Martani and Nurlenawati (2024) found that online customer ratings positively and significantly influence purchasing decisions. Therefore, the following hypothesis is proposed:

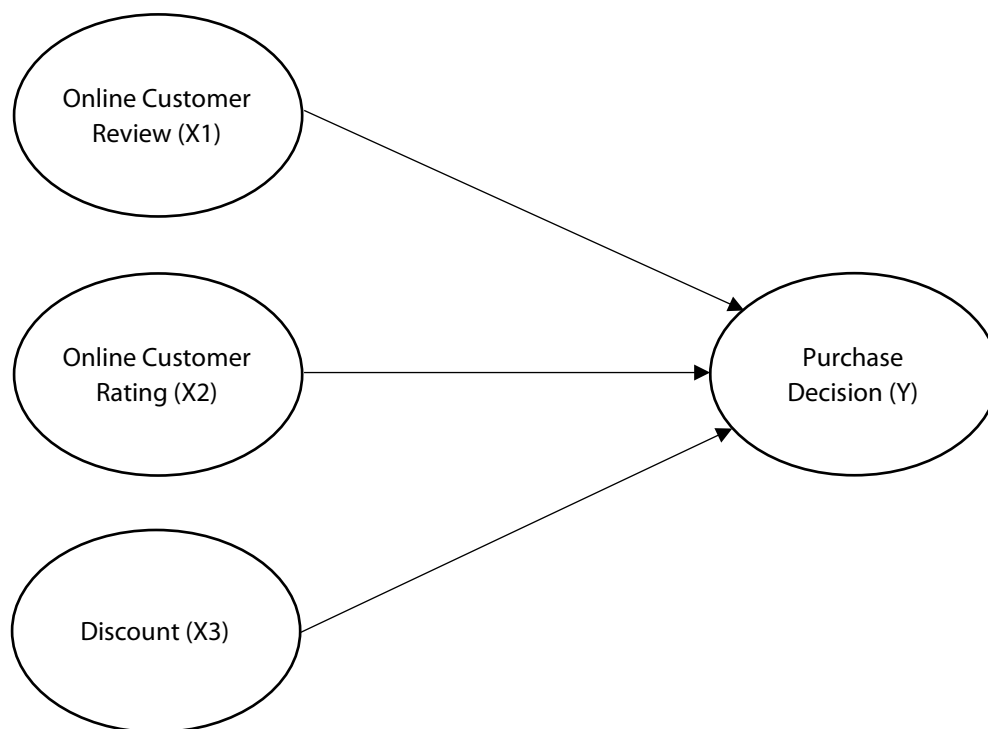
H2 : Online customer ratings have a positive and significant influence on purchasing decisions for fashion products on the Shopee platform.

## 2.3. The Influence of Discounts on Purchasing Decisions

According to Kotler and Keller (2016:84), a price discount is a reduction in the regular selling price of a product and is considered an important factor in consumers' purchasing decision-making process. Consumers tend to purchase more products when discounts are offered because they can obtain greater value at lower costs. As a result, price discounts are widely used as an effective promotional strategy to increase sales and attract consumer interest. Promotional activities, such as price discounts, can therefore play an important role in influencing purchasing decisions. Maulana et al. (2024) define a price discount as a marketing strategy in which sellers offer a reduction from the original price of a product to encourage consumers to make purchases. The primary objectives of price discounts are to increase sales volume, attract new customers and reduce excess inventory. Price discounts are highly attractive to consumers because they create the perception of greater value and savings. Consequently, consumers are more likely to make purchasing decisions when products are offered at a discounted price. Based on the definitions and explanations above, it can be concluded that price discounts are an effective marketing strategy for increasing sales volume, attracting new customers, and clearing excess inventories. By creating a perception of added value, discounts encourage consumers to purchase. Furthermore, when implemented strategically, discounts can strengthen customer loyalty through special offers and promotional programs. In the context of online shopping, discounts not only influence planned purchasing decisions but also stimulate impulse buying behavior. Therefore, discounts are an important component of marketing strategies that can enhance

business performance and influence consumer purchasing decisions. According to Amelinda (2024), discounts can be measured using three indicators: the type of product receiving the discount, the discount period, and the discount size. Previous research conducted by Pratiwi and Saputra (2024) found that discounts significantly influence purchasing decisions. Therefore, the following hypothesis is proposed:

H3 : Discounts have a positive and significant influence on purchasing decisions for fashion products on the Shopee platform.



**Figure 1. Research Framework**

### III. Research Method

#### 3.1. Population and Sample

The study population consisted of consumers who purchased fashion products on the Shopee e-commerce platform. The sampling technique employed was purposive sampling based on the following criteria: (1) respondents were at least 17 years old; (2) respondents had used the Shopee e-commerce platform; (3) respondents had purchased fashion products on Shopee at least twice; (4) respondents were familiar with online customer reviews, online customer ratings, and price discounts on the Shopee platform; and (5) the fashion products considered in this study included clothing, bags, shoes, hats, and other fashion-related products. According to Agnesia (2023), a sample is a subset of a population that possesses characteristics representative of the population being studied and serves as the basis for drawing conclusions about the population. The sample size in this study consisted of 70 respondents. Following Hair's (2021) recommendation, the minimum sample size in PLS-SEM research should be five to ten times the number of indicators. As this study employed 14 indicators, the minimum sample size was calculated as  $14 \times 5 = 70$  respondents. Therefore, 70 respondents who had previously purchased fashion products on the Shopee e-commerce platform were selected using purposive sampling.

### 3.2. Data Types and Sources

This study employed quantitative data obtained from primary source. Primary data were collected directly from respondents through questionnaires distributed to consumers who had purchased fashion products on the Shopee e-commerce platform. Primary data were selected because they provided information directly relevant to the research objectives. According to Sugiyono (2019), primary data are obtained directly from the original source through data collection methods such as interviews, questionnaires, or observations.

### 3.3. Data Collection Method

Data were collected through an online questionnaire distributed to consumers who had purchased fashion products on the Shopee e-commerce platform at least twice before. This method was chosen because it enables respondents to complete the questionnaire conveniently, flexibly, and efficiently, without limitations of time and location.

### 3.4. Variable Measurement

This study consisted of one dependent variable and three independent variables: The dependent variable was Purchase Decision (Y), while the independent variables were Online Customer Review (X1), Online Customer Rating (X2), and Discount (X3). All variables were measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

**Table 1. Operationalization of Research Variables**

Variables	Indicators	Code	Question Items
Online Customer Review (X1) (Rahmawati Annisa, 2022)	Source Credibility	X1.1	I trust reviews of fashion products provided by other consumers on Shopee.
	Argument Quality	X1.2	I obtain information about the advantages and disadvantages of fashion products from previous consumers through online customer reviews.
	Perceived Usefulness	X1.3	Online reviews make it easier for me to obtain information about fashion products.
	Number of Reviews	X1.4	The number of reviews helped me choose fashion products on Shopee.
Online Customer Rating (X2) (Lestari Wiwit & Ambar, 2023)	Perceived Usefulness	X2.1	Ratings make it easier for me to obtain information about fashion products on Shopee.
	Trustworthiness	X2.2	I consider fashion product ratings on Shopee to be reliable sources of product evaluation.
	Purchase Assistance	X2.3	Ratings help me make purchasing decisions regarding fashion products on Shopee.
	Perceived Control	X2.4	Ratings help me make wiser decisions when purchasing fashion products on Shopee.

Variables	Indicators	Code	Question Items
Discount (X3) (Aryasa Fariq, 2024)	Type of Discounted Product	X3.1	I tend to purchase fashion products on Shopee when they are offered at discounted prices.
	Discount Period	X3.2	I make purchasing decisions more quickly when I know that a discount is available for a limited period.
	Discount Magnitude	X3.3	The size of the discount influences my interest in purchasing fashion products on Shopee.
Purchase Decision (Y) (Kotler & Armstrong, 2018)	Product Suitability	Y1	I am confident that the fashion products I purchase are of good quality.
	Recommendations from Others	Y2	I am interested in purchasing fashion products on Shopee because of recommendations from others.
	Repurchase Intention	Y3	I intend to repurchase the same fashion product on Shopee if its quality meets my expectations.

### 3.5. Data Analysis Techniques

Data analysis in this study was conducted using the Partial Least Squares structural equation modeling (PLS-SEM) approach with SmartPLS 4 software. PLS-SEM was employed to evaluate both the measurement (outer) and structural (inner) models, as well as to examine the relationships among the research variables. Partial Least Squares (PLS) is a variance-based structural equation modeling technique that enables the simultaneous assessment of measurement and structural models. According to Abdillah and Jogiyanto (2015:164), PLS can be applied to relatively small sample sizes and is capable of estimating the causal relationships among variables. In addition, PLS uses a bootstrapping procedure based on random resampling techniques. Therefore, the assumption of a normal data distribution is not a strict requirement in PLS-SEM analysis. The data analysis procedure consisted of the following stages: (1) convergent validity testing using factor loadings and Average Variance Extracted (AVE); (2) discriminant validity testing using cross-loadings; (3) reliability testing using Cronbach's Alpha and Composite Reliability; and (4) hypothesis testing through the bootstrapping procedure by evaluating the t-statistic and p-value. A hypothesis was considered supported if the t-statistic exceeded 1.96, and the p-value was less than 0.05.

## IV. Results and Discussion

### 4.1. Convergent Validity Test

Convergent validity assesses the extent to which indicators of a construct are positively correlated and effectively measure the same underlying concepts. In PLS-SEM, convergent validity can be evaluated by examining indicator reliability using standardized factor loadings. The standardized factor loadings indicate the strength of the relationship between each indicator and its corresponding construct. According to Ghozali and Latan (2015), an indicator is considered valid if its factor loading exceeds 0.50.

**Table 2. Outer Loadings**

Indicator	Online Customer Review	Online Customer Rating	Discount	Purchase Decision	Remarks
X1.1	0.761				Valid

Indicator	Online Customer Review	Online Customer Rating	Discount	Purchase Decision	Remarks
X1.2	0.827				
X1.3	0.781				
X1.4	0.721				
X2.1		0.814			
X2.2		0.854			
X2.3		0.794			
X2.4		0.790			
X3.1			0.899		
X3.2			0.769		
X3.3			0.824		
Y1				0.897	
Y2				0.841	
Y3				0.960	

Based on Table 2, all indicators have factor loadings greater than 0.70. Therefore, all measurement indicators satisfied the recommended thresholds and were considered valid. These results indicate that each indicator has a strong relationship with its respective construct and adequately represents the measured variable. In addition to factor loadings, convergent validity was assessed using the Average Variance Extracted (AVE). According to Hair et al. (2021), a construct demonstrates adequate convergent validity when its AVE exceeds 0.50. The AVE values for all variables are presented in Table 3.

**Table 3. Average Variance Extracted (AVE)**

Variables	Average Variance Extracted (AVE)	Remarks
Online Customer Review (X1)	0.598	Valid
Online Customer Rating (X2)	0.662	
Discount (X3)	0.693	
Purchase Decision (Y)	0.812	

As shown in Table 3, all constructs had AVE values above the recommended threshold of 0.50. Specifically, the AVE values were 0.598 for Online Customer Review, 0.662 for Online Customer Rating, 0.693 for discount, and 0.812 for Purchase Decision. These results indicate that each construct explains more than 50% of the variance in its indicators. Therefore, all variables satisfied the criteria for convergent validity and could be considered valid measures of their respective constructs.

#### 4.2. Discriminant Validity Test

The discriminant validity test in this study was assessed using a cross-loading criterion. According to Ghazali and Latan (2015:77), discriminant validity is established when the loading value of an indicator on its associated construct is higher than its loading value on other constructs. Discriminant validity demonstrates that each construct in the research model is empirically distinct from the other constructs and that each indicator measures only its intended latent variable. In addition to the cross-loading criterion, discriminant validity can be evaluated by comparing the Average Variance Extracted (AVE) of each construct with the correlations among constructs in the model. The results of the cross-loading analysis are shown in Table 4.

**Table 4. Cross Loadings**

Indicator	Online Customer Review	Online Customer Rating	Discount	Purchase Decision
X1.1	0.761	0.458	0.239	0.262
X1.2	0.827	0.508	0.376	0.391
X1.3	0.781	0.516	0.276	0.259
X1.4	0.721	0.431	0.145	0.171
X2.1	0.610	0.814	0.398	0.365
X2.2	0.490	0.854	0.237	0.412
X2.3	0.494	0.794	0.351	0.363
X2.4	0.432	0.790	0.286	0.392
X3.1	0.316	0.336	0.899	0.556
X3.2	0.226	0.169	0.769	0.286
X3.3	0.344	0.426	0.824	0.406
Y1	0.389	0.549	0.516	0.897
Y2	0.233	0.220	0.393	0.841

As shown in Table 4, each indicator has a higher loading value on its respective construct than on any other construct. This finding indicates that all indicators adequately represent their intended latent variables and exhibit sufficient discriminant validity. Therefore, the discriminant validity criterion based on cross-loadings was successfully satisfied.

#### 4.3. Reliability Test

Reliability refers to the consistency, stability, and accuracy of a measurement instrument in assessing constructs. In PLS-SEM, reliability can be evaluated using two measures: Cronbach's Alpha and Composite Reliability.

- a. Cronbach's alpha was used to assess the internal consistency of a construct and represents the lower-bound estimate of reliability. A Cronbach's alpha value greater than 0.70 indicates good reliability, although values above 0.60 are considered acceptable in exploratory research.
- b. Composite Reliability (CR) is used to evaluate the overall reliability of a construct and is generally considered a more accurate measure of internal consistency than Cronbach's alpha. A Composite Reliability value greater than 0.70 indicates satisfactory reliability, while values above 0.60 are considered acceptable.

**Table 5. Reliability Test Results**

Variables	Cronbach's Alpha	Composite Reliability
Online Customer Review (X1)	0.786	0.835
Online Customer Rating (X2)	0.829	0.832
Discount (X3)	0.786	0.861
Purchase Decision (Y)	0.886	0.929

Based on Table 5, all constructs have Cronbach's alpha values above 0.60 and Composite Reliability values above 0.70. Specifically, the Cronbach's alpha values ranged from 0.786 to 0.886, while the Composite Reliability values ranged from 0.832 to 0.929. These results indicate that all the constructs satisfied the

recommended reliability thresholds. Therefore, it can be concluded that the measurement instruments used in this study demonstrated good internal consistency and were considered reliable.

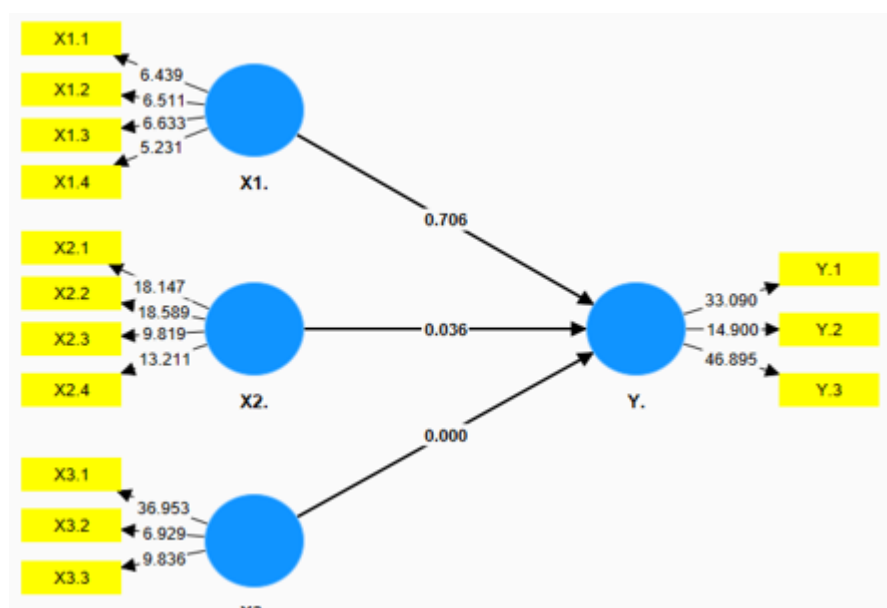
#### 4.4. Coefficient of Determination ( $R^2$ )

One of the primary criteria for evaluating the structural model in PLS-SEM is the coefficient of determination ( $R^2$ ). The  $R^2$  value indicates the proportion of variance in an endogenous latent variable that can be explained by its exogenous variables. According to Hair et al. (2021), the interpretation of  $R^2$  values depends on the research context and the discipline. In marketing and consumer behavior research,  $R^2$  values of 0.75, 0.50, and 0.25 can generally be interpreted as substantial, moderate, and weak, respectively.

**Table 6. R-Square Results**

Variable	R-Square
Purchase Decision	0.364

Based on Table 6, the  $R^2$  value for the Purchase Decision variable is 0.364. This result indicates that Online Customer Reviews, Online Customer Ratings, and Discounts collectively explain 36.4% of the variance in Purchase Decisions. According to the recommended criteria, this value was moderate. The remaining 63.6% of the variance was explained by variables not included in this study.



**Figure 2. PLS Bootstrapping Results**

The outcomes of the hypothesis testing are summarized in Table 7 based on the PLS bootstrapping results presented in Figure 2.

#### 4.5. Hypothesis Testing

Hypothesis testing was conducted by examining the path coefficients, t-statistics, and p-values obtained from bootstrapping. This analysis aimed to determine the direction and significance of the relationships among the variables. The path coefficient values ranged from -1 to +1, indicating both the direction and strength of the relationship between the constructs. The significance of each relationship was evaluated at a significance level of 5% ( $\alpha = 0.05$ ). According to Hair et al. (2019:781), a relationship is considered

statistically significant when the t-statistic exceeds 1.96 and the p-value is less than 0.05. The decision criteria were as follows:

- a. If the p-value is greater than 0.05, the hypothesis is rejected, indicating that the independent variable has no significant effect on the dependent variable.
- b. If the p-value is less than 0.05, the hypothesis is accepted, indicating that the independent variable has a significant effect on the dependent variable;

**Table 7. Hypothesis Testing Results (Path Coefficients)**

Relationship	Original Sample ( $\beta$ )	Sample Mean	Standard Deviation	T-Statistic	P-Value
Online Customer Review (X1) → Purchase Decision (Y)	0.055	0.096	0.147	0.377	0.706
Online Customer Rating (X2) → Purchase Decision (Y)	0.284	0.284	0.136	2.094	0.036
Discount (X3) → Purchase Decision (Y)	0.397	0.397	0.104	3.810	

#### 4.6. Discussion

- a. The Influence of Online Customer Reviews on Purchase Decisions (H1)

The results of the hypothesis testing indicate that online customer reviews do not significantly influence purchase decisions for fashion products on the Shopee e-commerce platform. This is evidenced by the t-statistic value of 0.377, which is lower than the critical value of 1.96, and the p-value of 0.706, which exceeds the significance level of 0.05. Therefore, H1 is rejected. These findings suggest that online customer reviews are not a primary factor influencing consumers' purchase decisions for fashion products on Shopee. Based on the outer loading results, the lowest loading value was found for indicator X1.4 (Number of Reviews), with a loading factor of 0.721. This finding indicates that although a large number of reviews may reflect the popularity of a fashion product, this factor is not necessarily the main determinant of consumers' purchase decisions. In terms of respondent characteristics, most respondents (75.7%) were university students. This demographic tends to make purchasing decisions more quickly and may place greater emphasis on visual aspects, such as product design, appearance, and brand image, rather than reading customer reviews. Furthermore, many consumers are aware that the number of reviews can be influenced by promotional activities, giveaways, or other marketing strategies implemented by sellers to increase the review count. Consequently, the number of reviews alone may not be a reliable indicator when evaluating fashion products.

The findings also suggest that although online customer reviews are considered useful and credible, they may not be sufficiently detailed or informative enough to significantly influence purchasing decisions. Reviews consisting only of brief comments, such as "good," "okay," or simple emojis, often provide limited information and make it difficult for potential buyers to comprehensively evaluate the quality of fashion products. In addition, contemporary consumers tend to be more selective when gathering information and often rely more on personal experiences or recommendations from family members and close friends than on online reviews. Brand loyalty may also reduce the influence of online customer reviews, as consumers frequently continue to purchase products from brands they trust despite encountering negative reviews. Furthermore, negative reviews from dissatisfied consumers may discourage potential buyers from purchasing certain products. These findings are consistent with those of Damayanti and Damayanti (2024), who concluded that online customer reviews do not significantly influence purchase decisions.

b. The Influence of Online Customer Ratings on Purchase Decisions (H2)

The results of the hypothesis testing show that online customer ratings have a positive and significant influence on purchase decisions for fashion products on the Shopee platform. This conclusion is supported by a t-statistic value of 2.094, which exceeds the critical value of 1.96, and a p-value of 0.036, which is below the significance threshold of 0.05. Therefore, H2 is accepted and supported. Based on the outer loading results, the strongest indicator of online customer ratings is trustworthiness (X2.2), with a loading factor of 0.854. This result indicates that consumers perceive ratings as reliable sources of information when evaluating products and sellers on Shopee. Ratings help potential buyers assess sellers' credibility and product quality before making a purchase decision. The descriptive analysis also revealed relatively high scores across online customer rating indicators. These results indicate that respondents consider ratings to be important indicators of credibility and trust. A higher rating generally increases consumers' confidence in a product's quality and reliability. Consequently, ratings play an important role in reducing uncertainty and assisting consumers in decision-making. Therefore, online customer ratings can be regarded as a crucial aspect of e-commerce transactions. The star rating system provides consumers with a simple and accessible mechanism for evaluating products and services based on the experiences of previous buyers. As a result, ratings serve as an important source of information that influences purchase decisions of consumers. These findings are consistent with those of Martani and Nurlenawati (2024), who found that online customer ratings positively and significantly influence purchase decisions. These results further support the argument that consumers rely on rating systems as indicators of product quality and seller credibility when purchasing fashion products through e-commerce platforms.

c. The Influence of Discounts on Purchase Decisions (H3)

The results of the hypothesis testing indicate that discounts have a positive and significant influence on purchase decisions for fashion products on the Shopee platform. This finding is supported by a t-statistic value of 3.810, which exceeds the critical value of 1.96, and a p-value of 0.000, which is below the significance level of 0.05. Therefore, H3 is accepted in this study. Based on the outer loading results, the strongest indicator of the discount variable was the Type of Discounted Product (X3.1), with a loading factor of 0.899. This suggests that consumers are more likely to make purchasing decisions when discounts are offered on products that match their needs and preferences. Furthermore, based on the respondents' characteristics, the majority were university students who generally have limited financial resources. As a result, they tend to be more sensitive to price changes and perceive discounts as opportunities to reduce spending while obtaining greater value from their purchases. The descriptive analysis also revealed that the indicators of the discount variable received relatively high scores. Respondents perceived the size of the discount, availability of promotional offers on desired products, and duration of the discount period as important factors influencing their purchasing decisions for fashion products on Shopee. The high average score for this variable indicates that discounts positively impact consumers and play an important role in encouraging purchase decisions. Price discounts create a perception of financial savings and increase consumers' motivation to take advantage of limited time offers. Consequently, consumers may feel that the opportunity to obtain products at a lower price should not be missed, which can stimulate impulse purchasing. Discounts can also strengthen customer loyalty by increasing satisfaction and encouraging repeat purchases. Furthermore, discounts not only influence planned purchases but also encourage consumers to buy fashion products that they had not previously intended to purchase. Therefore, discounts represent an effective promotional strategy for increasing consumer interest and stimulating purchasing decisions on the Shopee platform. These findings are consistent with those of Pratiwi et al. (2024), who concluded that price discounts positively and significantly influence purchase decisions. The results of this study further confirm the importance of discount strategies in influencing consumer behavior, particularly in the context of online fashion purchase.

## V. Conclusion

Based on the results of the analysis and discussion, several conclusions were drawn. First, online customer reviews do not significantly influence purchase decisions for fashion products on the Shopee e-commerce platform. This finding indicates that although consumers may read product reviews, they do not consider review content the primary basis for making purchasing decisions. Instead, consumers tend to rely more on readily accessible information, such as ratings and price discounts, rather than spending time reading detailed product reviews. Consequently, online customer reviews did not significantly contribute to the decision-making process for purchasing fashion products on Shopee. Second, online customer ratings have a positive and significant influence on purchase decisions for fashion products on the Shopee platform. This result suggests that ratings, expressed through star-based evaluations, serve as a trusted source of information that enables consumers to quickly assess product quality and seller's credibility. Furthermore, the majority of respondents in this study were young consumers and university students who generally prefer concise, easily accessible information. Consequently, ratings are an important consideration in purchasing decisions. Higher ratings create a positive perception of product quality and increase consumers' confidence in purchasing. Therefore, online customer ratings play a significant role in encouraging purchase decisions for fashion products on Shopee. Third, discounts positively and significantly influence purchase decisions for fashion products on the Shopee e-commerce platform. This finding indicates that discounts are the most influential factor driving consumers to purchase fashion products on Shopee.

The respondents' demographic characteristics, most of whom were university students with relatively limited financial resources, may explain the strong effect of discounts on purchasing behavior. Discounts provide consumers with the opportunity to obtain products at lower prices, thereby increasing the perceived value of their purchases. Discounts are an effective promotional strategy that significantly influences consumers' purchase decisions. Based on these findings, several recommendations are proposed. As a platform provider, Shopee should evaluate and improve the review verification system to enhance the credibility and relevance of customer reviews, for example, by implementing or strengthening verified purchase labels. Sellers on the Shopee e-commerce platform should continuously improve product quality and service performance to maintain and increase customer ratings. In addition, sellers should optimize discount strategies, as both ratings and discounts have been proven to significantly influence consumers' purchase decisions. Future research should incorporate additional variables, such as trust, product quality, and brand image, to provide a more comprehensive understanding of consumer purchasing behavior. Researchers may also expand the scope of the study by examining other product categories and employing a larger and more diverse sample to improve the generalizability of the findings.

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